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**Long time Tunica promoter Rudi Schiffer Inducted into the Tunica Tourism
Hall of Fame**

TUNICA, Miss., Dec. 22, 2016 – The Tunica Convention and Visitors Bureau and Gold Strike Resort Tunica held a reception in honor of Rudi Schiffer and his 25-year career of promoting the Tunica gaming industry since its arrival in 1992. The reception concluded with Mr. Schiffer being awarded the Tunica destination’s highest honor as its newest member of the Tunica Tourism Hall of Fame.

Rudi Schiffer, “the Voice of Tunica” and host of the weekly Good Times Gambling radio show is the first Hall of Fame inductee since Gold Strike’s Mike Mavoratis in 2014. He joins other Tunica gaming legends like friend and longtime general manager of Hollywood Casino and Fitzgerald’s Casino, the late Domenic Mezzetta and former general manager of Horseshoe Casino Tunica, Bob McQueen in receiving this highest honor.

“Everyone involved in the growth and development of Tunica as a major gaming destination is well aware of Rudi’s contributions to our success,” said Webster Franklin, president and CEO of the Tunica Convention and Visitors Bureau. “He has been a friend to many in the industry and his tireless promotion of all aspects of the gaming industry has greatly enhanced the experience of millions of visitors during his career.”

A long time Memphis area public relations executive, Mr. Schiffer has been a fixture in Tunica from the night Splash Casino opened its doors at Mhoon Landing in October, 1992. He is the founder and publisher of Tunica’s first gaming paper, The GoodTimes News, writes the popular Heard it on the River column in Jackpot

Magazine and is the host of the GoodTimes Gambling Radio Show which is broadcasting its last show this Saturday, Dec. 24, 2016.

“It is an honor to be recognized with so many others who have contributed to the growth of the Tunica gaming industry since its inception in 1992”, said Rudi Schiffer. “Writing about Tunica has been the highlight of my career and I will always cherish my supporters in the gaming industry and the friendships have made over the past twenty-five years.”

In addition to his work in Tunica, Rudi has been a true ambassador of the gaming industry having been published in several national publications as a freelance writer with feature stories on Tunica and the gaming industry. He will enjoy retirement with his family in Ocean Springs, Miss.

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About Tunica

Located 30 minutes south of Memphis, Tunica is *The South's Casino Capital*. Live It Up Just Down the Road at the eight world-class casinos, 5,000 luxurious hotel rooms, fine dining restaurants and buffets, headline entertainers, championship golf and tennis, award-winning museums, lavish spas, and outlet/antique shopping. Come see why everyone is saying, “Live It Up Just Down the Road in Tunica!” Call 1-888-4TUNICA to request a value-packed Winner’s Guide, or visit www.tunicatravel.com for travel information.